



**INTERCOLLEGIATE
BROADCASTING
SYSTEM**

In Reply, address:

I. B. S. ENGINEERING OFFICE
31 Gray Street /
CAMBRIDGE 38, MASS.

February 6th, 1962

Mr. John Davison
Manager
Station WYBC
Box 242-A Yale Station
New Haven, Connecticut

Dear John:

As Dick Crompton has undoubtedly told you, I am supposed to come up with subjects and speakers for the dozen or so specialized "workshop" discussion groups. In the past these have included: FM, Carrier Current Engineering, Advertising, News, Production, Programming, Business, and Publicity. If there's something we missed last year, that's double reason for adding it.

Dick writes that Yale 'has a faculty man strong on surveys.' My mind immediately hit on Lazaarfield, but the last I heard he was at Columbia. In any event, who is he, and how is the best way to extend an invitation to speak?

Last year we had a session on production techniques, given by a member of the WROT staff. The choice of a member of the host station staff is somewhat mandatory, because of his familiarity with the station's facilities and avoidance of lugging equipment all over the countryside. I surmise from the title that the session covered such points as voice casting, microphone characteristics and techniques, maybe controls facilities and techniques, show openings and closings, etc., complete with demonstrations. Does 'YBC have a hot production man who could handle this (one/two) hour session?

Finally, do you have any other staff members who are experts in their fields, who could run hour sessions (usually half talk and half discussion) for the relatively less



1. Introduction

2. Objectives

3. Scope

4. Methodology

The first objective of this study is to determine the extent of the problem. This will be done by conducting a survey of the population. The second objective is to identify the causes of the problem. This will be done by conducting interviews with experts in the field. The third objective is to develop a plan of action to address the problem. This will be done by conducting a series of workshops with stakeholders. The fourth objective is to implement the plan of action. This will be done by assigning responsibilities to specific individuals and monitoring progress. The fifth objective is to evaluate the results of the plan of action. This will be done by conducting a series of surveys and interviews.

The scope of this study is limited to the following areas: (1) the extent of the problem, (2) the causes of the problem, (3) the development of a plan of action, (4) the implementation of the plan of action, and (5) the evaluation of the results of the plan of action. The methodology used in this study is a combination of qualitative and quantitative methods. Qualitative methods include interviews and workshops, while quantitative methods include surveys and statistical analysis.

The results of the study are as follows: (1) the extent of the problem is significant, (2) the causes of the problem are multifaceted, (3) a plan of action has been developed, (4) the plan of action has been implemented, and (5) the results of the plan of action are positive. The study concludes that the problem is a serious one that requires immediate attention. It also concludes that the plan of action developed in this study is a viable solution to the problem. The study recommends that the plan of action be implemented as soon as possible and that progress be monitored closely.

Finally, it is recommended that further research be conducted in this area. This research should focus on the long-term effects of the plan of action and on the development of new strategies to address the problem. It is also recommended that the results of this study be shared with other researchers and practitioners in the field.

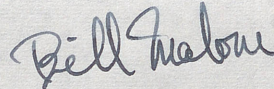
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experienced campus station delegates?

I have not heard from George Abraham about the main speaker, but I shall let you know (or Dick Crompton will) as soon as we hear.

Incidentally, is your proper title "station manager" or "chairman of the board" or both?

Sincerely yours,

A handwritten signature in cursive script that reads "Bill Malone".

William Malone
Engineering Manager

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cc: RHC
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